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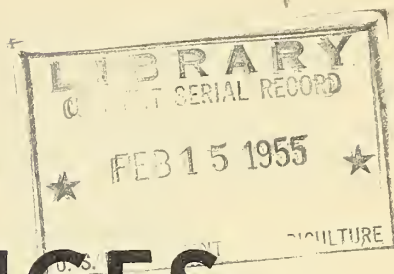
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Consumer PURCHASES OF FRUITS AND JUICES

in NOVEMBER
1954



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

December 1954

PREFACE

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 5,800 household consumers.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF FRUITS AND JUICES
IN NOVEMBER 1954

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Consumer purchases of oranges and orange products in November, on a fresh equivalent basis, totaled about 7,000,000 boxes of fruit. This total was up about a sixth from November 1953. Householders' purchases of frozen orange juice were up sharply from a year ago, while their purchases of fresh oranges and canned orange juice were somewhat smaller. Prices paid by consumers for frozen and canned orange juice were down compared with November 1953. Prices paid for Florida oranges were lower than a year ago, but California-Arizona oranges were sharply higher.

Householders reported buying more fresh grapefruit and substantially more canned grapefruit juice than in November a year earlier. On a fresh equivalent basis, household purchases were up about a fourth from November 1953. Prices reported paid by consumers for both fresh grapefruit and canned grapefruit juice were down.

Consumers bought slightly more fresh lemons in November than a year ago. Prices paid were up slightly. Canned lemon juice purchases were slightly larger while prices remained unchanged from a year earlier. Purchases of frozen concentrate for lemonade were about the same as in November 1953 and prices were down about 3 cents a 6-ounce can.

Householders' purchases of tangerines in November were more than a third smaller compared with a year earlier. Prices paid were 2 cents a dozen higher.

Consumers bought about the same volume of all canned single-strength juice in November as a year earlier. Somewhat larger purchases of grapefruit juice and orange-grapefruit blended juice offset smaller purchases of other juices. There was little change in prices paid for the single-strength juices.

The volume of tomato juice bought by households in November was down about a tenth from a year ago, and prices remained about the same. Pineapple juice purchases were also below those of last November. Prices were lower by about one cent a 46-ounce can.

FROZEN JUICES AND ADES

The level of householders' purchases of frozen concentrated orange juice in November almost equaled the record volume purchased in October. Purchases were about two-fifths larger than in November a year ago. Prices reported paid by consumers for this product were down about 3 cents a 6-ounce can from a year earlier.

About 29 percent of all families reported buying frozen concentrated orange juice in November. This was slightly less than in October, but an increase over the 26 percent that bought in November 1953. Families buying frozen orange juice purchased an average of $7 \frac{2}{3}$ of the 6-ounce cans during the month (table 2).

Consumers reported buying about a tenth less frozen concentrated grape juice in November than a year earlier. About 3 percent of the families said they bought this product during November. Families who bought grape juice during the month purchased an average of 3 of the 6-ounce cans each. Prices they paid averaged 21.4 cents a can, down slightly from last year (table 2).

Consumer purchases of frozen concentrated lemonade continued to decline from a seasonal peak reached in the summer months. However, purchases in November were virtually unchanged from a year earlier. Prices paid by consumers for 6-ounce cans averaged about 3 cents per can lower than November 1953. The percent of families reporting purchases of frozen lemonade was down from a year ago, but the average amount purchases by buying families was up (table 2).

Purchases of canned single-strength orangeade in November were down from the preceding month but were about a tenth larger than a year earlier (figure 5). This increase was the result of more families buying rather than larger purchases by buying families. Prices paid in November were almost unchanged from a year ago (table 1).

Purchases of shelf-pack orangeade concentrate in November were about the same as in the preceding month but over a tenth more than in November last year. Prices reported paid by householders for 6-ounce cans averaged almost 2 cents per can higher than November 1953 (table 2).

CANNED JUICES

Total household purchases of all canned single-strength juices in November 1954 were almost unchanged from last November. Purchases of grapefruit juice were substantially larger than in November last year, and orange-grapefruit blended juice and lemon juice were somewhat larger but purchases of other canned juices were smaller. Lower prices prevailed for all juices except lemon, grape, and prune juice compared with November 1953.

Consumers purchased about a tenth less canned single-strength orange juice in November than a year earlier (figure 6). Average prices paid were reported down about a cent per 46-ounce can from last year and from the preceding month.

Householders bought over a third more canned single-strength grapefruit juice in November 1954 than was reported in the same month a year ago (table 1). This is the fifth consecutive month in which householders purchased more grapefruit juice than in the same months of the preceding season. The average volume purchased by buying families was down from the preceding month but amounted to about $2 \frac{1}{6}$ of the 46-ounce cans, compared with about 2 cans in November 1953. Prices reported paid were about the same as in the preceding month, but were about 3 and one half cents a 46-ounce can lower than in November 1953 (figure 6).

Consumer purchases of orange-grapefruit blended juice in November were up somewhat from November last year but down slightly from the preceding month. Prices paid averaged one and one-half cents a 46-ounce can lower than in November a year ago (figure 6).

Householders bought about a tenth more canned and bottled lemon juice in November 1954 than in the same month last year (table 1). Prices reported paid in November averaged about 13 cents a $5 \frac{1}{2}$ -ounce can, virtually unchanged from a year earlier but down more than a cent per can from October 1954.

A smaller volume of tomato juice was reported purchased by householders in November 1954 compared with a year earlier. However, this is the second month in a row that purchases were up slightly from the previous month. Prices paid were up one-half cent per 46-ounce can from the preceding month but were virtually the same as in November 1953 (table 1).

Consumer buying of pineapple juice in November was less than in October 1954 and slightly lower than a year earlier. Prices reported paid were up almost a cent from the preceding month but prices paid remained a cent below November 1953. Fewer families made purchases of pineapple juice and the average quantity bought by buying families was down somewhat (table 1).

Purchases of prune juice were about one-fifth below those of the preceding month and slightly below November 1953 purchases. Prices consumers paid were up slightly. Grape juice purchases were down one-sixth compared with a year earlier, while prices paid were more than one and one-half cents a 24-ounce bottle higher (table 1).

FRESH CITRUS FRUIT

Household purchases of fresh oranges and tangerines in November were down somewhat from purchases during November 1953 while those of grapefruit and lemons were up. Retail prices of grapefruit were down considerably from a year ago while those of oranges, tangerines and lemons were higher.

Household purchases of California-Arizona oranges were reported about a third below those in November 1953. Fewer families bought California-Arizona oranges and their purchases averaged about $1 \frac{2}{3}$ dozens per buying family, down by a half dozen (table 3). Prices paid for these oranges were about 7 cents a dozen lower than the preceding month. Compared with November a year ago, prices were almost 11 cents a dozen higher.

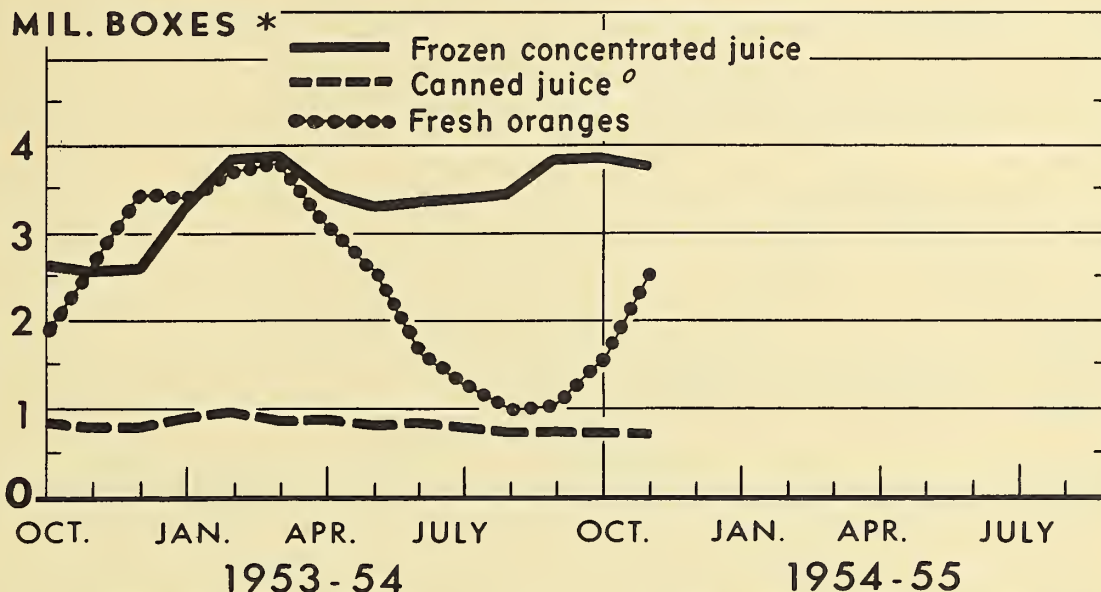
Purchases of Florida oranges by householders were about a fifth more than in November 1953. This gain was the result of an increase in the number of families buying during the month, 18 percent more than in November last year, as well as slightly larger purchases per buying family. The average price consumers paid for Florida oranges was almost 4 cents a dozen lower than a year ago (table 3).

Householders reported buying a fifth more grapefruit in November than a year earlier. A somewhat larger number of families purchased grapefruit during November than in November 1953, and they bought slightly more per family. Prices paid averaged 14 cents a dozen below the preceding month and about 5 cents lower than November last year (table 3).

Consumers bought slightly more fresh lemons in November than a year ago. They paid an average of 47 cents a dozen for lemons during the month, about 2 cents above the preceding month but only slightly above November 1953 (figure 7). There was a slight increase in the number of families buying during the month, however, the average purchase of 9 lemons per buying family remained the same as a year ago (table 3).

Tangerine purchases by householders dropped to 228,000 boxes in November compared with 356,000 boxes a year ago, a decrease of 36 percent. This decrease was primarily the result of shipments starting later than a year ago. Prices reported paid by consumers averaged 2 cents a dozen higher than in November 1953. Fewer families purchased tangerines during the month and the average quantity purchased by buying families was slightly below that of a year ago (table 3).

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



*FRESH FRUIT EQUIVALENT

^oINCLUDES 1/2 OF ORANGE-GRAPEFRUIT BLEND PURCHASES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1273-54 (12) AGRICULTURAL MARKETING SERVICE

Figure 1

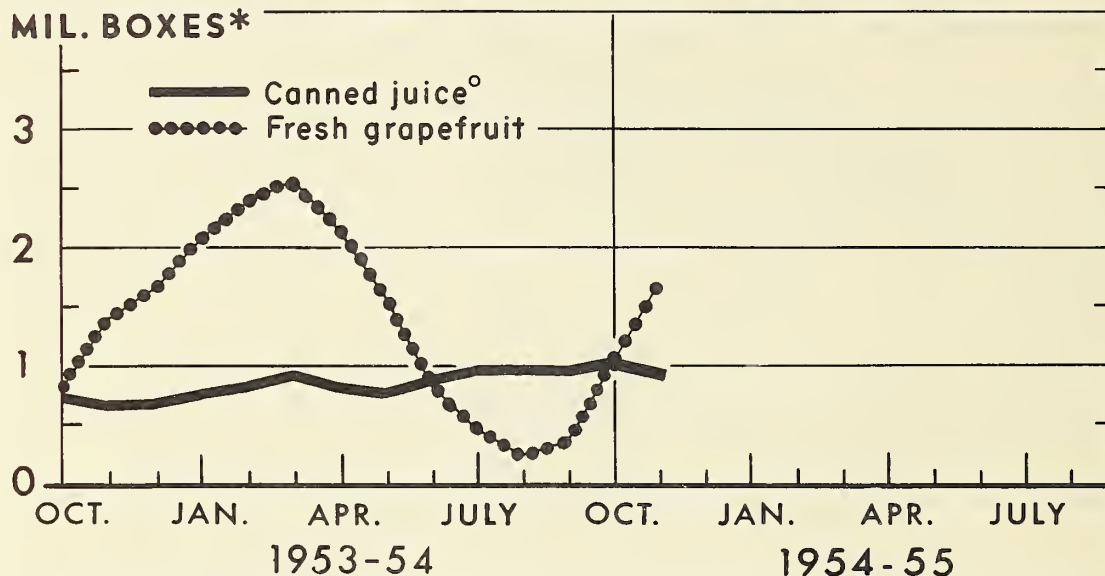
Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1953 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice ^{1/}		Total	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,574	1,825	3,850	2,633	722	809	6,146	5,267
November	2,518	2,626	3,769	2,559	713	773	7,000	5,958
December		3,459		2,591		773		6,823
October-December ^{2/}		8,552		8,367		2,556		19,475
January		3,383		3,326		891		7,600
February		3,702		3,843		955		8,500
March		3,808		3,885		828		8,521
October-March ^{2/}		20,371		20,486		5,491		46,348
April		3,096		3,459		862		7,417
May		2,585		3,285		794		6,664
June		1,632		3,336		821		5,789
October-June ^{2/}		28,215		31,396		8,220		67,831
July		1,293		3,399		795		5,487
August		998		3,462		721		5,181
September		1,011		3,843		730		5,584
Season ^{2/}		31,759		42,995		10,674		85,428

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT ^o INCLUDES ONE-HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES
 SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1274 - 54 (12) AGRICULTURAL MARKETING SERVICE

Figure 2

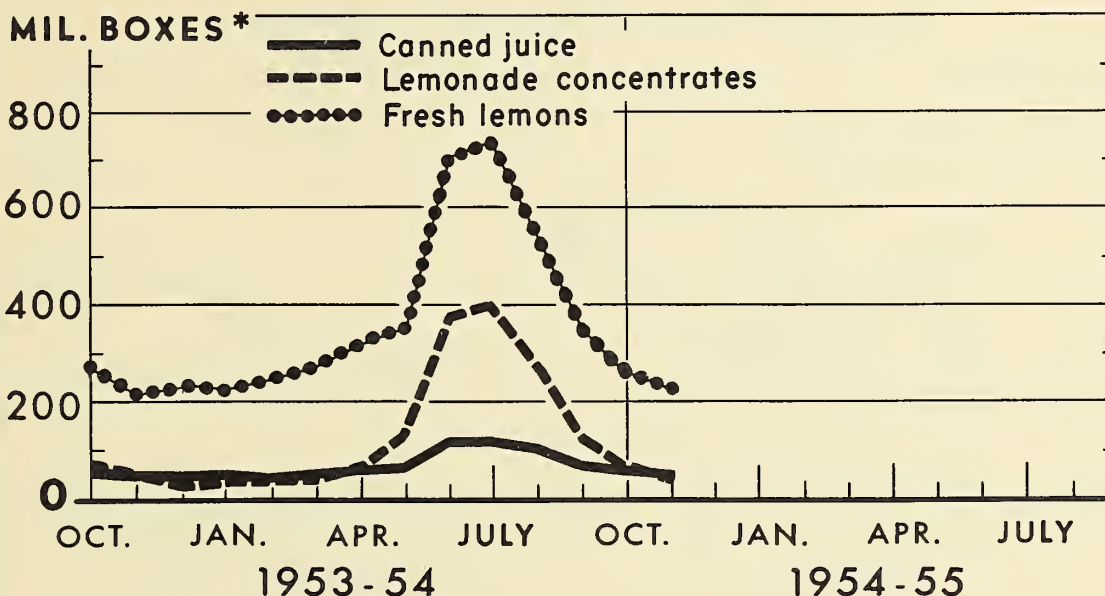
Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1953 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice ^{1/}		Total	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	boxes	boxes	boxes	boxes	boxes	boxes
October	1,000	1,000	1,000	1,000	1,000	1,000
November	1,694	836	1,037	724	2,090	1,560
December		1,411	911	665	2,605	2,076
October-December ^{2/}		1,688		676		2,364
		4,331		2,191		6,522
January		2,092		745		2,837
February		2,382		802		3,184
March		2,579		915		3,494
October-March ^{2/}		12,027		4,871		16,898
April		2,122		811		2,933
May		1,561		767		2,328
June		826		842		1,668
October-June ^{2/}		16,858		7,431		24,289
July		442		989		1,431
August		237		986		1,223
September		348		977		1,325
Season ^{2/}		17,933		10,634		28,567

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1275-54 (12)

AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1953 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total *	
					Frozen		Total 2/			
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	252	274	54	54	51	64	59	67	365	395
November	225	213	49	47	35	39	37	41	311	301
December		232		43		25		26		301
October-December 3/		774		153		135		141		1,068
January		223		49		29		32		304
February		246		42		27		32		320
March		278		50		33		35		363
October-March 3/		1,591		308		231		248		2,147
April		321		60		55		61		442
May		352		67		124		135		554
June		706		119		346		378		1,203
October-June 3/		3,078		577		828		897		4,552
July		738		120		373		399		1,257
August		545		102		247		266		913
September		352		61		111		121		534
Season 3/		4,843		881		1,622		1,749		7,473

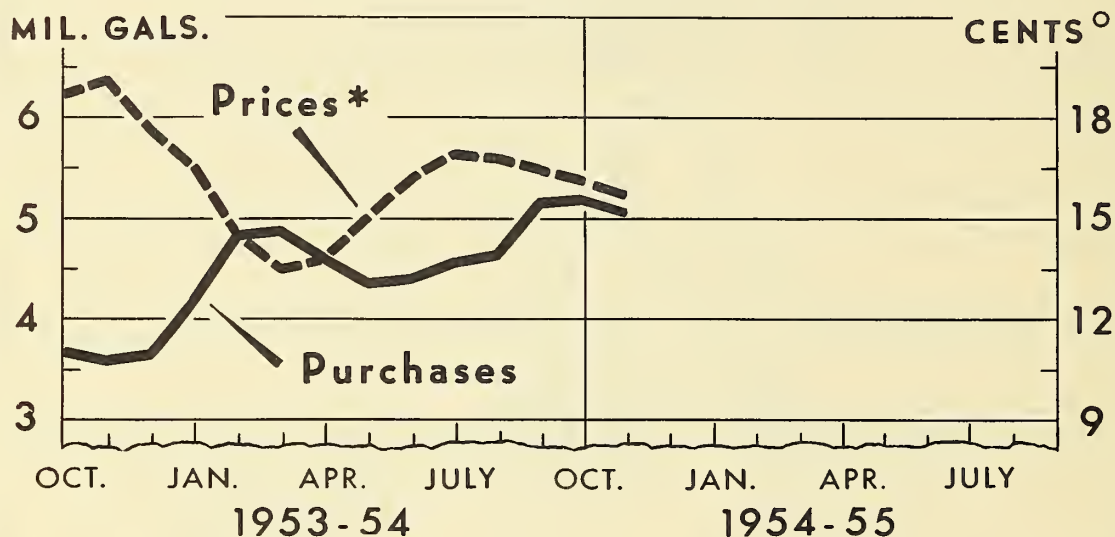
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER 6 OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1276-54 (12) AGRICULTURAL MARKETING SERVICE

Figure 4

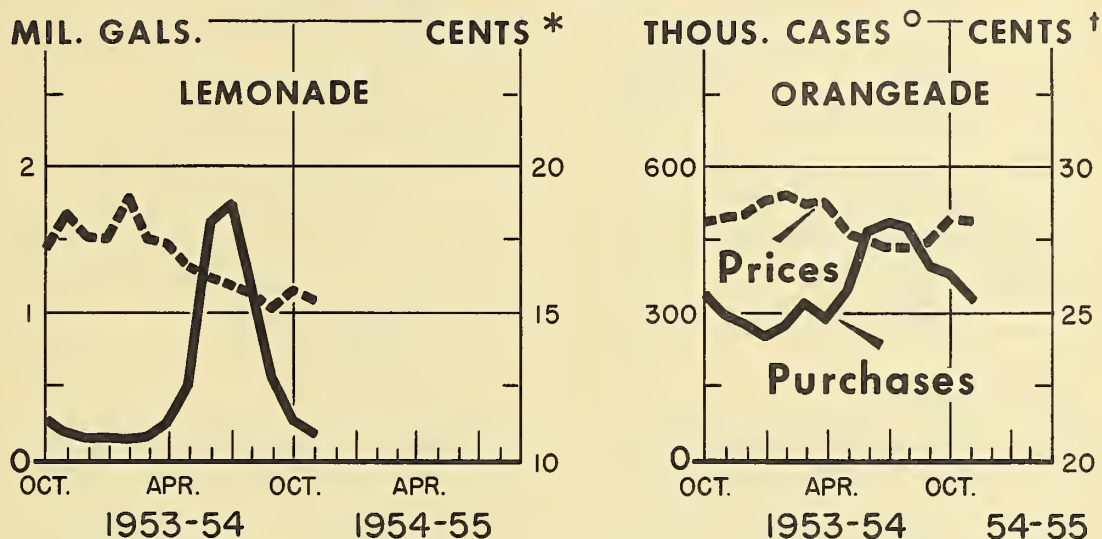
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1953 to date

Period	Purchases		Average price per 6 oz. can	
	1954-55	1953-54	1954-55	1953-54
	1,000 gallons	1,000 gallons	Cents	Cents
October	5,161	3,688	16.1	18.6
November	5,052	3,584	15.7	19.1
December		3,629		17.7
October-December 1/		11,718		
January		4,189		16.5
February		4,840		14.6
March		4,893		13.4
October-March 1/		26,981		
April		4,570		13.8
May		4,339		15.1
June		4,407		16.2
October-June 1/		41,393		
July		4,556		16.9
August		4,641		16.8
September		5,152		16.4
Season 1/		56,941		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA
* PER 6 OUNCE CAN ° EQUIVALENT CASES OF 24 #2'S † PER 46 OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1277-54 (12) AGRICULTURAL-MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1953 to date

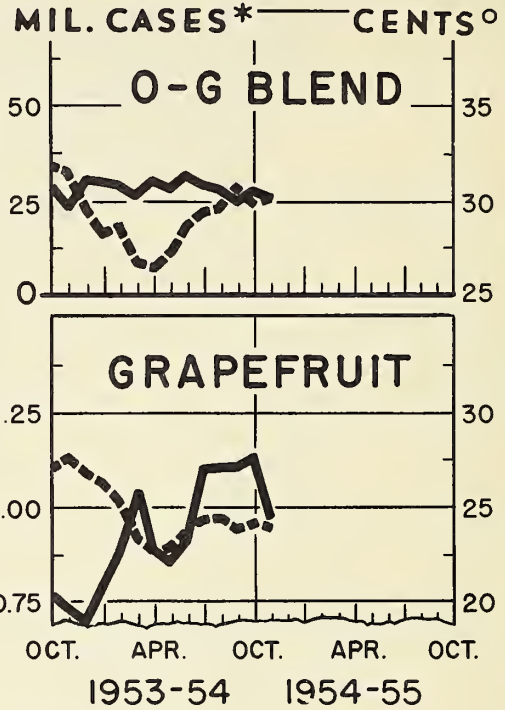
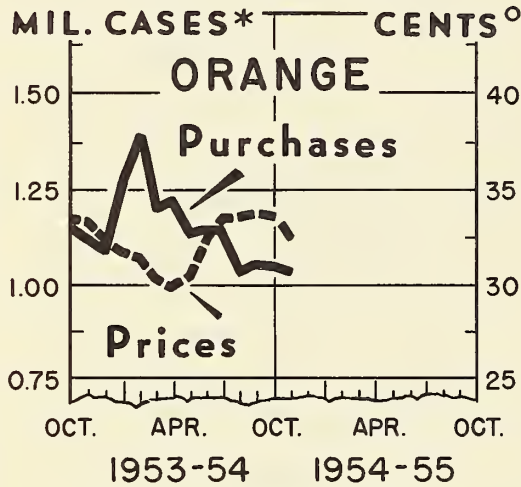
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price		Purchases		Average price	
	1954-55	1953-54	per 6 oz. can	1954-55	1953-54	per 46 oz. can	1954-55	1953-54
	1,000	1,000			1,000	1,000		
	<u>gallons</u>	<u>gallons</u>	<u>Cents</u>	<u>Cents</u>	<u>cases 1/</u>	<u>cases 1/</u>	<u>Cents</u>	<u>Cents</u>
October	244	267	15.7	17.2	373	336	28.2	28.1
November	167	162	15.4	18.4	326	295	28.1	28.2
December		102		17.5		274		28.3
October-December 2/		559				966		
January		121		17.5		254		28.8
February		114		18.9		272		29.0
March		139		17.4		317		28.7
October-March 2/		956				1,922		
April		230		17.3		285		28.8
May		514		16.5		350		27.7
June		1,638		16.2		464		27.4
October-June 2/		3,540				3,150		
July		1,769		15.9		488		27.2
August		1,172		15.7		478		27.2
September		525		15.1		390		27.3
Season 2/		7,303				4,633		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases
and Prices Paid



*EQUIVALENT CASES OF 24 #2's

° PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1278-54 (12) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1953 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can
1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55
	1,000	1,000			1,000	1,000			1,000	1,000		
	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October	1,054	1,155	33.4	33.4	1,127	764	24.1	27.1	276	295	29.9	31.8
November	1,043	1,126	32.4	33.3	978	721	24.0	27.6	267	233	30.1	31.6
December		1,087		32.2		695		26.9		314		29.4
October-December 2/		3,618				2,323				914		
January		1,285		31.7		804		26.1		300		28.1
February		1,391		31.3		880		25.2		294		28.5
March		1,203		30.1		1,041		23.3		262		26.8
October-March 2/		7,832				5,306				1,852		
April		1,225		29.8		884		22.5		310		26.3
May		1,133		30.3		845		22.9		274		27.2
June		1,149		32.2		913		23.8		329		28.5
October-June 2/		11,667				8,119				2,825		
July		1,146		33.5		1,103		24.2		284		29.6
August		1,032		33.5		1,105		24.3		274		29.5
September		1,058		33.8		1,106		23.8		249		30.7
Season 2/		15,201				11,710				3,712		

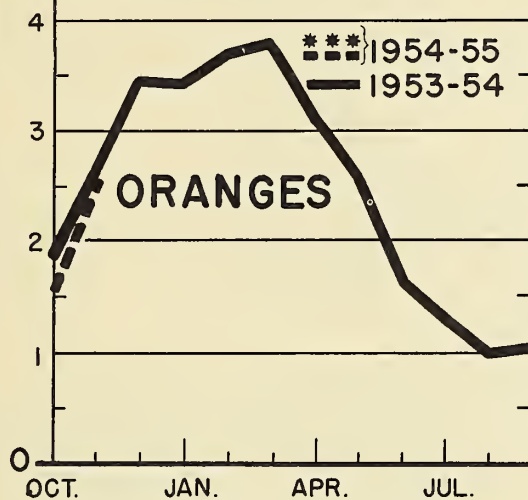
1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH CITRUS FRUIT

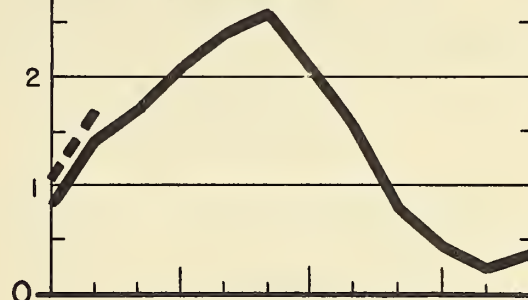
Consumer Purchases

MIL. BOXES



MIL. BOXES

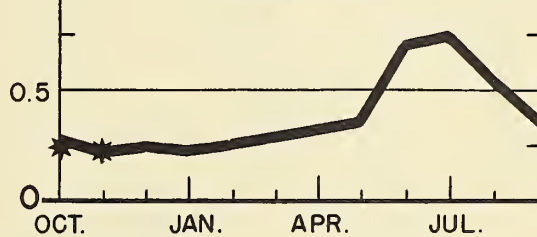
GRAPEFRUIT



NOTE DIFFERENCE IN SCALE

1.0

LEMONS



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1279-54 (12) AGRICULTURAL MARKETING SERVICE

Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1953 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	1,574	1,825	45.6	37.5	1,053	836	92.8	91.5	252	274	45.1	45.8
November	2,518	2,626	35.0	34.7	1,694	1,411	78.4	83.4	225	213	46.8	46.6
December		3,459		36.7		1,688		82.5		232		47.0
October-December 1/		8,552				4,331				774		
January		3,383		37.6		2,092		78.2		223		47.5
February		3,702		38.1		2,382		73.9		246		46.0
March		3,808		38.8		2,579		73.4		278		45.8
October-March 1/		20,371				12,027				1,591		
April		3,096		41.2		2,122		77.9		321		43.8
May		2,585		44.2		1,561		83.0		352		43.7
June		1,632		47.6		826		90.0		706		44.1
October-June 1/		28,215				16,858				3,078		
July		1,293		50.1		442		97.9		738		42.7
August		998		54.1		237		110.4		545		42.5
September		1,011		54.2		348		105.5		352		43.2
Season 1/		31,759				17,933				4,843		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

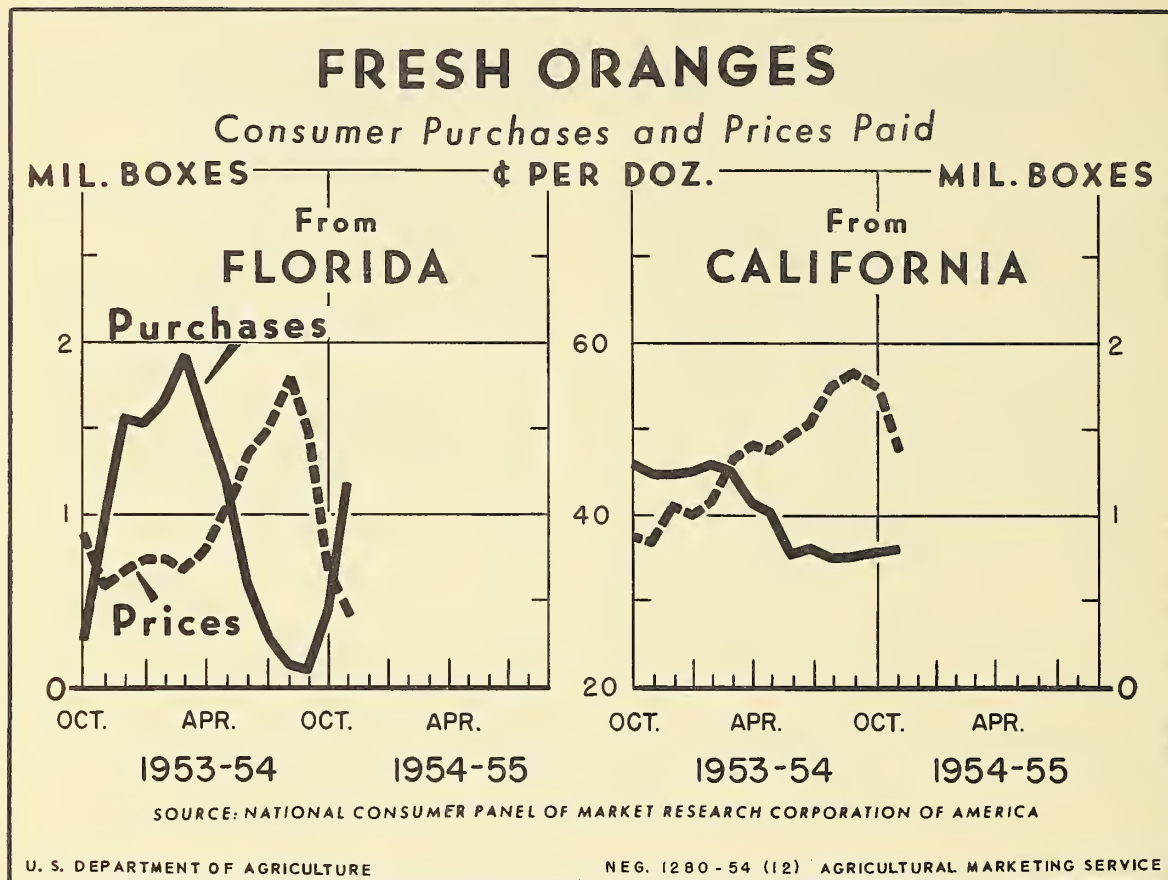


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1953 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	455	267	33.3	37.4	789	1,317	54.9	37.4
November	1,194	1,001	28.1	31.9	809	1,226	47.8	36.9
December		1,578		33.2		1,227		41.0
October-December 1/		3,141				3,999		
January		1,529		34.6		1,236		40.1
February		1,671		34.9		1,307		41.7
March		1,921		33.4		1,245		46.5
October-March 1/		8,679				8,128		
April		1,537		35.6		1,061		48.6
May		1,166		41.1		1,010		47.1
June		600		47.0		763		49.2
October-June 1/		12,220				11,167		
July		291		49.7		806		50.9
August		112		55.8		740		54.9
September		76		49.5		769		56.4
Season 1/		12,717				13,676		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Canned single-strength juices and ades: U. S. total consumer purchases and average price, November 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1954	1953	1954	1953	1954	1953	1954	1953		1954	1953
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	10.5	11.8	1,043	1,128	1.7	1.7	55.7	53.4	46	32.4	33.3
Grapefruit	9.1	8.1	978	721	1.6	1.5	62.4	60.7	46	24.0	27.6
Orange & gpft. blend	3.3	3.3	267	233	1.4	1.5	51.1	47.8	46	30.1	31.6
Lemon	2.3	2.3	43	39	1.2	1.4	14.6	13.7	5 1/2	12.8	12.7
Grape	3.7	3.9	151	181	1.4	1.4	27.9	31.5	24	35.6	34.0
Pineapple	12.9	14.5	1,129	1,195	1.6	1.5	51.3	52.2	46	30.4	31.4
Prune	6.8	7.0	470	494	1.7	1.7	36.3	36.8	32	33.3	33.1
Tomato	18.0	20.5	1,661	1,845	1.6	1.7	53.1	51.9	46	26.3	26.4
Total 2/	47.5	49.6	6,535	6,475	2.6	2.7	49.0	48.1			
Canned ades											
Orangeade	2.8	2.6	326	295	1.7	1.6	62.5	63.4	46	28.1	28.2

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Includes other canned single-strength juices.

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Table 2.--Frozen concentrated juices and ades: U. S. total consumer purchases and average price, November 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1954	1953	1954	1953	1954	1953	1954	1953		1954	1953
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	29.1	25.9	5,052	3,584	2.4	2.5	19.2	16.6	6	15.7	19.1
Grape	3.4	4.0	226	252	1.6	1.6	10.8	10.2	6	21.4	21.7
Other concentrates	1/	1/	233	218	1/	1/	14.2	12.6	6	15.8	17.0
Total	30.9	28.9	5,511	4,054	2.6	2.7	18.3	15.8			
Concentrated ades											
Frozen											
Lemonade	2.0	2.5	167	162	1.5	1.4	14.6	12.3	6	15.4	18.4
Shelf pack											
Orangeade	1.3	1.0	114	100	1.5	1.3	15.4	16.7	6	16.9	15.1

1/ Information not available.

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Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, November 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1954	1953	1954	1953	1954	1953	1954	1953	1954	1953
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona	18.8	22.4	809	1,226	1.8	2.0	10.9	13.7	47.8	36.9
Florida	20.7	17.5	1,194	1,001	1.8	1.9	15.6	14.1	28.1	31.9
Unidentified	10.3	9.0	390	332	1.5	1.5	12.8	12.0	33.3	35.2
Total <u>1/</u>	44.1	40.2	2,518	2,626	2.0	2.2	13.4	13.6	35.0	34.7
Grapefruit										
California-Arizona	3.3	2.9	159	114	1.3	1.5	5.4	4.7	75.0	77.6
Florida	15.7	14.4	890	749	1.7	1.9	5.1	4.6	80.1	83.8
Unidentified	11.5	11.8	459	469	1.4	1.5	4.5	4.4	82.7	83.8
Total <u>1/</u>	28.9	27.9	1,694	1,411	1.8	1.9	5.1	4.6	78.4	83.4
Tangerines	7.3	9.7	228	356	1.2	1.3	9.5	9.5	44.6	42.3
Lemons	18.3	17.2	225	213	1.6	1.6	5.8	5.7	46.8	46.6
Total <u>2/</u>	59.8	57.2	4,665	4,606	2.9	3.2	9.7	9.5	42.8	43.0

1/ Includes small purchases of Texas fruit.

2/ Includes small purchases of other citrus fruit.

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